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PLAYERS LIGHTS 25's

5 free per pack!

What a catch!

50 free per carton!

Kings & 100's
Regular and Menthol

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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